



R. C. Farmer
Regional Sales Manager

150 Lawrence Bell Dr.
Suite 108
Williamsville, NY 14221
Phone: 716-634-3143
Fax: 716-634-3145

November 6, 1995

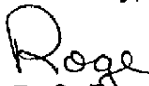
To: Division Managers
Key Account Managers
Account Managers

Attached you will find a letter from Cayuga County Health Services being mailed to all stores relative to self-service displays. Although it is now just a recommendation, I strongly suggest you make your chains and key retail stores aware of this movement and explain our position:

1. We disagree that pilferage is an issue, as if this were the case, stores would already have removed displays.
2. We also resent the fact that they are taking a legal product and from the store's point of view, a product that pays significant self-service allowances.

I am sure that if successful with tobacco, the next will be beer, wine, health and beauty aids, etc. I see no reason for a major effort at this time, but I would like everyone to be aware of the problem and I do think it should be communicated to NYACS (*Renee: Please make sure Kevin Fox gets a copy on your next visit*).

Sincerely,


R. C. Farmer
RCF:am
Attachment

51862 0959